


How to Paint a House Cheap





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SEE THAT THIS LABEL IS ON EVERY CAN



PERMANENT

TRADE **CARRARA** MARK

MIXED
READY FOR USE
IN ALL COLORS FOR ALL PURPOSES

ONE GALLON **WHITE ENAMEL** NUMBER 106

THIS PAINT FOR INTERIOR AND EXTERIOR HAS NO EQUAL

IT IS SMOOTHER AND WILL PRESERVE WOOD, TIN, BRICK, STONE OR TILE

COVERS MORE SURFACE AND OUTLASTS ALL OTHERS

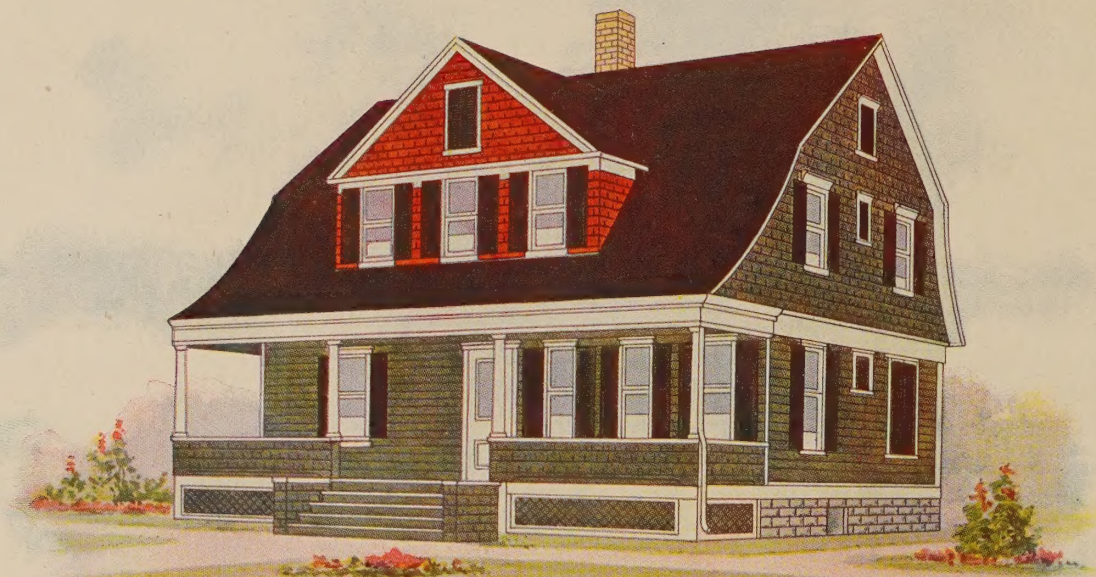
TRADE MARK

MADE BY CARRARA PAINT AGENCY CINCINNATI, OHIO.

THIS PAINT WILL NOT CRACK, PEEL, BLISTER OR CHALK

BRIGHTENS AND PRESERVES COLORS AND IS NOT AFFECTED BY GASES





Body No. 44

Trimmer No. 104

Gables No. 96

Roof and Shutters No. 88

The Story of Carrara Paint



The story of CARRARA PAINT is worth the telling and worth the reading.

It's the story of a success, and success is always inspiring.

Some years ago, a world-renowned chemist discovered the secret of a pigment which, in proper combination with linseed oil, produced a paint of marvelous toughness, covering power, durability and beauty.

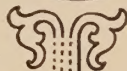
He was firmly convinced that it was destined to revolutionize the paint business. He set about convincing others.

Like every departure from the institutions of our grandfathers, this one was jeered at, ridiculed and discounted by the very persons who should have been most interested in proving its worth.

But the discoverer was not discouraged.

He finally went to the head of a Baltimore concern and proposed to prove that his paint was better than any other.

Now, there is no place so hard on paint as a chemical laboratory. The fumes and gases cause white paint to turn yellow, and after the lapse of weeks, or at most months, entirely destroy the coating. In this particular factory the walls were painted white for the sake of light and cleanliness; painters were obliged to repaint frequently on account of discoloration and consequent lack of reflecting power.





Body No. 30 Trimmer No. 84 Roof No. 96

The discoverer knew that no gases, no washing, would have the slightest effect upon CARRARA. In his boundless earnestness and enthusiasm he exclaimed: "If I paint your factory and laboratory with CARRARA PAINT, and it is in good condition at the end of five years, will you put up the money to manufacture and market it?"

He did not stop to think how long five years would be.

Without a moment's hesitation the answer came: "Yes."

The building was painted. At the end of a year the CARRARA PAINT man called, and, finding the paint in as good a condition as when placed upon the walls, asked the Company if they were not ready to go ahead.

"You said five years," was replied.

Not a day, not an hour, would the men subtract from the allotted time. They wanted a thorough, practical test.

It was weary waiting for the man with the secret of the pigment, but he was upheld by the certainty of success in the end, and five years from the date the agreement was made he had his reward.

The paint was apparently unchanged. A sponge and warm water restored the dirtiest place to its original gloss and whiteness. The coating was tough and elastic, showing that the life of the paint was unimpaired.

The CARRARA COMPANY sprang into existence, and, from a small factory, has grown and expanded until it now operates the largest exclusive house-paint factory in the world.

"Nothing succeeds like CARRARA" is the new version of the old adage.

This has a special meaning for you.

Paint your house, your barn, your fence, with CARRARA PAINT, and instead of finding it necessary to do all over again this year, next year or three years hence, you'll find CARRARA in practically the same condition at the end of five years as it was when first applied.

When there is painting to be done, three questions naturally present themselves:

What paint shall I use?

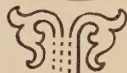
What will it cost? Not in price, but the most economical in the end.

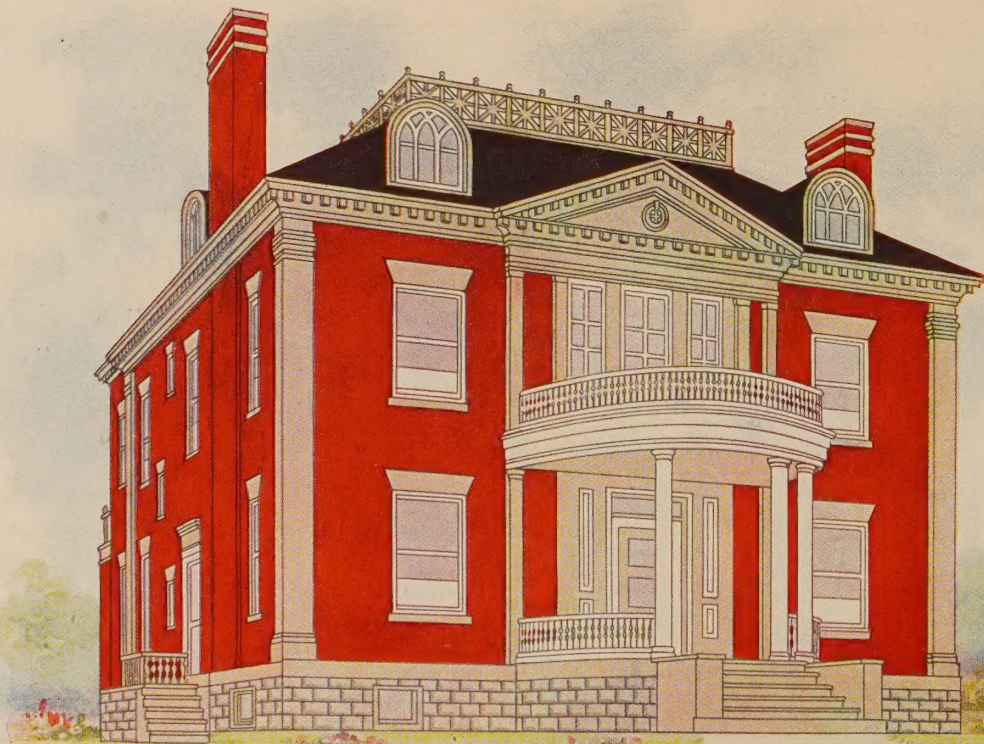
What colors shall I select?

This book is intended to answer these questions in detail.

In selecting a paint, the question immediately arises: Why should I use CARRARA PAINT in preference to the old-style paints?

Naturally, as manufacturers of the only paint that is different from all the rest, we are anxious to persuade you to use CARRARA PAINT if we can do so by legitimate means.





We beg to assure you, that we do not aim to make a statement or claim for CARRARA PAINT that the paint will not actually support.

We have no need to exaggerate the virtues of CARRARA PAINT. It is so much better than any other preparation on the market that any misrepresentation, any concealment of facts, must come from the other fellow.

When we state that CARRARA PAINT does not contain a semblance of white lead, that portion of mankind which has been bred up in the good old belief that no paint is good without white lead may reasonably be expected to hold up his hands in holy horror at the sacrilege. The fact, however, that CARRARA PAINTS contain no white lead is why they are superior, which we will prove conclusively in the following paragraphs.

Property owners everywhere know only too well the result they have been getting from the old-style paints. Painters, too, acknowledge the poor results, and that they are unable to get satisfactory results from the old-style paints, as they do not support their efforts toward doing good work.

Lead paints were standard from the time it was discovered that white lead and oil were superior to lime and water until CARRARA PAINT entered the field and established a new standard.

This is not an idle boast; it's a hard, "un-get-around-able" fact.

What is Good Paint?

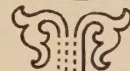
The ideal paint is one which excels in durability, beauty, ease of application and economy.

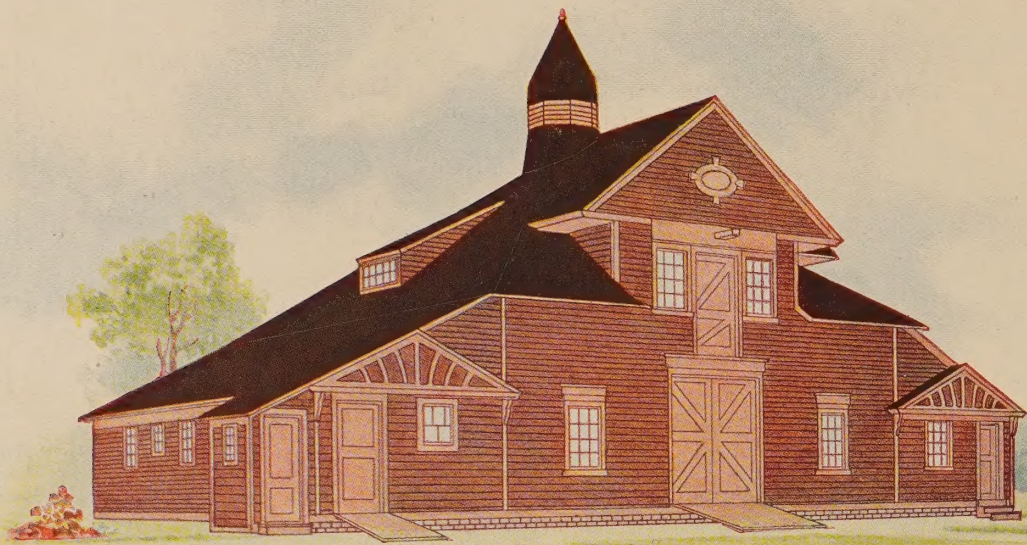
It ought to become as near as possible a part of the surface to which it is applied, so that it can not come off except by wear of time.

Good paint must not lose its luster; it must not chalk; you've seen paint which, after a few months loses its gloss and takes on a dull, flat appearance, and in a year, or at the most two years, leaves a mark upon everything that comes in contact with it; it is easily rubbed off; *that's chalking*, and shows conclusively that the life of the paint (oil) is gone.

The surface has no protection from the old-style paints. Good paint should not crack, peel nor blister.

Blisters are caused by one of several things. Either a paint has been applied over a surface not thoroughly dry, or the paint contains some kind of numerous adulterants, the principal one of which is water in the oil. All old-style paints contain a percentage of water. To prove this, place a can of any paint in a freezing temperature—it will freeze; oil will not freeze. Neither will CARRARA, for CARRARA is an Oil Paint with NO WATER.





Body No. 60 Trimmer No. 38 Roof No. 83

The nature of CARRARA WILL NOT PERMIT MIXING WITH WATER, unlike white lead, THAT CAN BE MIXED IN WATER.

The first indication of deterioration in paint is the loss of that brilliancy of gloss which makes a newly-painted surface so attractive to the eye.

The disappearance of this gloss means that the life of the paint is dead. It requires only a very short time with the very best lead paints to show these results.

Then a surface adds blotchiness to the dingy appearance which follows the loss of gloss in paint; the wood appears in spots, and nothing but a fresh coating of paint will restore it to an appearance of respectability.

WHAT CAUSES THIS?

The reasons are: linseed oil is the life and body of any paint. White lead is a natural oxidizer, and IS NOT NEUTRAL in linseed oil. Its chemical action destroys the life of oil to such an extent that you have, no doubt, noticed buildings when first painted with white-lead paints have a gloss finish, which gloss, in three or four months' time, is gone (the oil is what gives the gloss), and in from fifteen months to two years' time the surface is chalky, showing that the life of the paint (oil) is destroyed and completely gone.

You need not seek far for the proof. Examine your own house if painted with lead and oil; call on your neighbor; glance at the first painted fence you pass. If there is a house near you that has been painted with lead and oil within the last few months go and see it—all tell the same old story of losing their gloss, brilliancy and toughness.

All paints (excepting CARRARA) ARE MADE FROM A WHITE-LEAD BASE.

Most all manufacturers of old-style paints are to-day advocating paints made from a combination of white lead and other materials to be better than paints made from a strictly pure white lead.

The Synopsis.

If a paint made from strictly pure white lead (100 per cent.) is wrong, a paint made with 50 per cent. lead must be just 50 per cent. wrong, and consumers of paint can appreciate from this the old adage of "fooling the public."

A paint to be a good paint should retain its whiteness, if whiteness is desired, or preserve its shade or tone if tinted paint is wanted. This, every one knows old-style paints won't do—the reason being on account of the chemical action that white lead has on the oil, destroying the life of the color as it



CARRARA



Body No. 78 Trimmer No. 88 Roof No. 50

The Wellington Hotel, Chicago

does the life of the paint, so that in CARRARA PAINT you are assured that it is the only paint that does not fade and gives the full natural life of the color.

In addition to the above requisites, a good paint should spread on the surface evenly, holding its gloss or finish, and be non-poisonous.

It should be proof against FUNGUS of any kind and not absorb floating poisons.

To prove to yourself that CARRARA PAINT is such, take a microscopic glass and put both CARRARA PAINT and white-lead paint under it and you will find that CARRARA PAINT is smooth as glass while the white-lead paint will look like a sponge.

In substantiation of the above read the CARRARA GUARANTEE.

Carrara, the Only Paint with a Bona-Fide Guarantee

Carrara Paint is guaranteed to be strictly standard quality throughout, and to wear at least five years, and then to look better than any other paint will look in half that time, directions being followed. Furthermore, Carrara will not chalk, crack, peel, or rub off. It will adhere to wood, tin, iron, brick, stone or tile, and retain its color.

Carrara Paint dries with a hard, enamel-like finish which is permanent, can be washed without staining, it is not affected or discolored by ammonia fumes, carbonic, sulphurous or other gases, will not cause painters' colic or lead poisoning.

It is our intention to honestly guarantee Carrara Paint; however, this guarantee will not be allowed to be used as a means for unjust demands, nor is it intended to apply where the paint is used under unfair conditions, such as on green, sappy or gummy lumber.

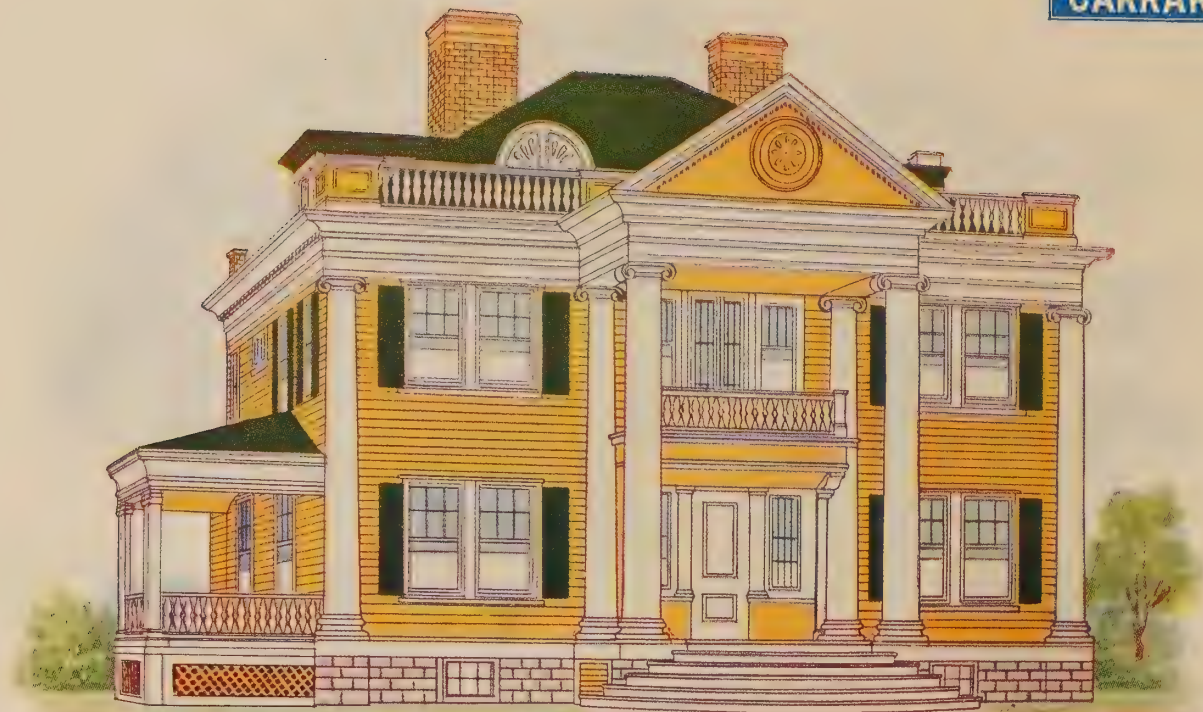
No other paint can honestly be given so strong a guarantee as we give Carrara. There's not another paint on the market today which equals it. If you should visit a responsible paint dealer and tell him you want a paint which he will honestly guarantee to stand wind and weather and look well for five years, he will laugh at you—unless he sells Carrara.

What Will It Cost?

Not what will it cost per gallon, but what will it cost per house.

If you have painting to do you naturally and properly want to know just how many of your hard-earned dollars the job complete will cost. We will tell you or you can figure it out yourself.





Body No. 26 Trimmer No. 104 Roof No. 94 Shutters No. 94

A gallon of old-style paint will cover 225 square feet, two coats.
A gallon of Carrara Paint will cover 300 square feet, two coats—more than one-third more than the white-lead kind.

Carrara Paints Sell at the Same Price Always.

There is only one quality—the best. All of the colors are one and the same quality. We guarantee it. Old-style paints cost from a dollar and a quarter to a dollar and a half, according to the lead market and quality of the goods, with no guarantee, while we do guarantee Carrara.

The simplest sort of calculation will show you that a dollar's worth of Carrara will equal in surface-covering power a dollar and a quarter's worth of any other paint.

The actual cost is by far in favor of Carrara, to say nothing of the added beauty and durability.

One of the special features in Carrara paint is *beauty of finish*. You will find that the wonderful gloss and consequent high-class appearance of your building painted with Carrara is such that can not be equaled by any other paint made.

Everything taken into consideration, first cost of the paint, superior finish and the great durability will give you results such as you have never had with anything in the paint line.

By painting with Carrara you reduce the present cost and will find it so much cheaper that it will actually reduce your paint bills one-half. This many railroads and hundreds of other large consumers can verify, many of whom have made the most rigid tests.

What Colors Shall I Use?

While Carrara paint in its primary form is a pure, smooth, permanent white, we manufacture it in fifty different colors and shades, covering everything that is desirable in paints.

This book contains a number of colored illustrations showing many desirable combinations of color for use upon different classes of buildings. The illustrations are taken from buildings in various parts of the country painted with Carrara paint, which have attracted wide attention because of their beauty of finish and harmonious coloring, all due to Carrara.

Carrara Paint is Not a Cold Water Paint.

It is not a ready-mixed paint in the ordinary sense although it is ready for use as it comes in the can. It is the only paint which comes exactly as it is to be used. You don't have to buy oil to add to Carrara





Lower Body No. 84

Upper body No. 96

Trimmer No. 104

Roof No 88

paints, as we put it in, which is not the case with other paints, the manufacturers of which tell you to buy good, pure oil, etc., which is necessary before you can use their paints; that is why such manufacturers are enabled to sell their paints at the price they do.

Most all ready-mixed paints except Carrara are adulterated paints, and in order to sell them at a low price ground barytes, silica, whiting, water, cottonseed oil, petroleum, resin and any or all of a dozen other injurious adulterants are used. The poor paint may look bright when first applied, but the life is not there; it lacks the durability of Carrara.

If you have ever used the ordinary ready-mixed paint, you have, no doubt, noticed that when you open a can there is a watery fluid at the top and that the pigment is caked at the bottom of the can, in some cases so hard that it can hardly be cut out with a chisel, so that it is almost impossible to stir the paint to a condition where it can be used.

Open a can of Carrara and you will find pure linseed oil at the top; dip a stick into the paint and it goes clear to the bottom of the can without finding any caking or hard matter.

Clear out a can of lead-and-oil paint and you will either find that the tin on the sides and bottom is black or that it has a frosted appearance.

If it is black the tin has been eaten off by impurities in the paint; the frosted appearance is an earlier stage of the same.

Empty a can of Carrara paint, you will find the tin as bright as new.

"The Proof of the Pudding is in the Eating."

Carrara paint contains *no acid, no poison, no impurities* or adulterations of any kind.

When it comes to singing the praises of Carrara paints we can refer to thousands and thousands of property owners all over the country who are universal in their acknowledgment to the superior results that they have received from Carrara paints.

Carrara Paint for Walls.

Kitchen, pantry, storeroom, bathroom and hallways should invariably be painted, in fact, many fine residences have all the sleeping rooms painted with Carrara.

A wall painted with Carrara may be washed without harm or affected by water. It makes a finish that is equal to any varnish, which accordingly means that it actually saves the cost of varnish and the cost of applying it.





Body No. 62 Trimmer No. 32 Roof No. 52

Hospitals find it superior for their wall work on account of its making a non-porous surface so that dangerous microbes do not collect or form on same.

Churches, banks and business structures find Carrara paints extremely economical — economical in the first cost as well as in the long run, because a wall painted with Carrara may be washed as often as desired without injuring its color and without the slightest injury to the paint. Washing restores it to its original brilliancy.

Carrara Floor Paint.

We show on page 27 of this booklet a full description of same.

Carrara Roofing Paint.

The qualities which make Carrara so superior for general use render it doubly valuable as a covering for a shingle roof.

Everything that's in the air sooner or later finds its way to the roof ; dirt, dust, soot, ashes, and an infinite catalogue of substances and organisms harmful to the roof covering.

Gases from the chimneys sweep the roof from one end to the other ; the heat of the sun at mid-summer falls hottest upon the roof ; rain, ice, snow, frost, all combine to destroy the paint.

Carrara roof paints are specially desirable where the water from roofs is drained for cistern use, for the reason that they do not discolor the water nor affect its taste, *being absolutely non-poisonous*, which no other paint is.

Carrara roof paint will wear upon the roof as long as an ordinary paint will upon the body of the house. That is twice as long as any ordinary paint will wear. Read the Carrara guarantee again.

Tin Roofs and Iron Work.

There is nothing more annoying than a leaky tin roof.

The best tin roof that ever was made won't last a year without paint, and the life of the roof depends entirely upon the kind of paint used.

Almost any paint will keep out the moisture for the first few months or longer, but as the life of the paint departs the moisture begins to find its way through in places, and while the surface of the roof shows few indications of the conditions existing underneath the paint to a casual examination, the work of destruction goes steadily forward and the roof becomes leaky.





Lower Body No. 26

Upper Body and Gables No. 96

Trimmer No. 104

Roof No. 48

Carrara paint makes a non-porous surface, and is absolutely moisture and weather-proof, and will protect the tin underneath it for more years than any other paint will — months.

The natural life of linseed oil is not shortened in the least by the Carrara pigment. White lead reduces the life of the oil nearly eighty per cent.

You can not use too much care in selecting paint for tin roofs.

Cheap roof paints almost universally are made from coal-tar products, the acid in which will eat any tin made, so that while you are making a saving in the cost of the paint you are really destroying your tin roof.

For structural iron work and metal surfaces of every kind Carrara paint has no equal, as it actually protects it against rust, which is the demon to fear on this class of work.

It will stick to any sort of surface until the last vestige is worn away by time and weather.

For Interior Use.

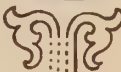
Good paint in a home is a time saver, a labor saver, a money saver, and a health saver. You don't have to varnish over Carrara paint to get it to look glossy and stay glossy. It's all in the paint, not the varnish, but the Carrara material which does the work, as the colors in Carrara paints are beautiful in tone, and on account of their not fading they are being used to-day in the finest homes everywhere for interior decorations where beauty is desired. In fact, churches, hotels and a great many public buildings use it where brilliancy and beauty are desired.

Carrara on the Farm.

Every farmer needs paint frequently, and many of them keep a supply of Carrara constantly on hand.

Carrara for Farm Machinery.

A well-painted piece of machinery will last twice as long as one which is left to the mercy of the elements. Every bit of exposed surface on every implement on the farm ought to be treated to a coat of Carrara. Every cent you spend for this now will save dollars in the years to come.





Body No. 50

Trimmer No. 8

Roof No. 52

Blinds No. 52

Carrara Paint for Tanks, Vats, Etc.

In this connection we can say nothing better than to cite the actual experience of a large distiller in Lawrenceburg, Indiana, which is worth the telling.

He had four immense tanks to paint in connection with his distillery, and after a great deal of trouble the Carrara salesman persuaded him to try his paint upon one of them.

Here is what he said when the paint had been on one and one-half years:

"Gentlemen: Kindly have your representative call on us at as early a date as possible. We are now ready to repaint the other three tanks with Carrara paint. We are pleased to say that the one tank painted with Carrara paint eighteen months ago has stood remarkably well; in fact, it shows no deterioration at all, and is as good as the day it was put on, while the paint on the other three has gone all to pieces. These tanks are subject to strong gases that emanate from our slop kilns, which have literally destroyed the other paint, while the Carrara shows no effect from same, so we are now ready to repaint the other three with Carrara.

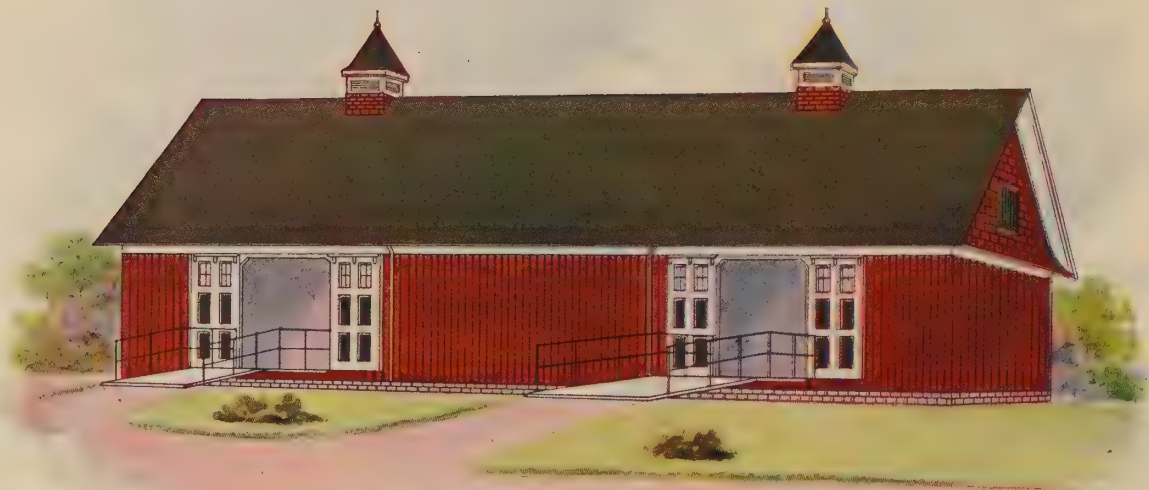
"We believe every distiller will use Carrara if you will mention this, as it would be a great benefit to them, and unquestionably save them large paint bills.

Yours truly,

THE ROSSVILLE DISTILLING CO."

Convincing, isn't it? The same comparison can be drawn between Carrara and other paints on a house.





Body No. 96 Trimmer No. 104 Roof No. 48

If you have occasion to use paint upon anything which is to contain water or any other fluid, you can not find the equal of Carrara. It is equal to porcelain lining.

For Barns and Outbuildings.

The gases, particularly sulphuretted hydrogen, which constantly arise about barns and outbuildings, are very destructive to any paint except Carrara. It is found to be the only paint that will actually withstand these and other destructive gases. The glossy red, which is a favorite with most farmers, retains its gloss and brilliancy year after year, and looks like a fresh coat of paint long after a building painted with old-style paint has taken on that dull, dead look, which shows that the life of the paint is gone. It is cheaper first, last and all the time, to use Carrara, the best paint. We especially recommend for a red our No. 96 and our No. 104 Pure White for farm buildings.

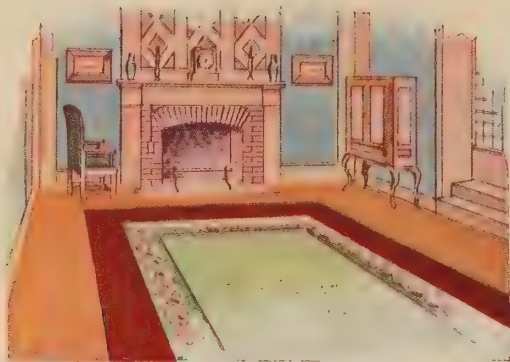
Buildings Along the Seashore.

Property owners in seacoast towns have for years been endeavoring to find a paint that would withstand the sea air and salt water.

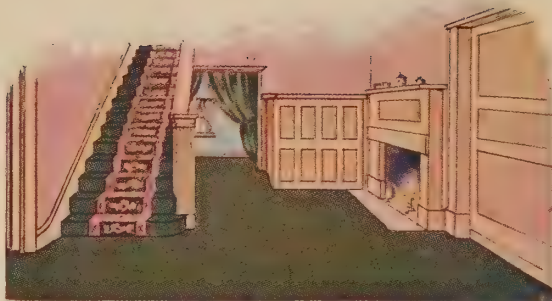
Another evil that they are subject to is *mildew*. Buildings within a few months after being freshly painted with old-style paints will show the results of mildew; large blotches similar to fine moss, ugly black color, which mars and disfigure; the building, and in time its evil effects will actually bring ruin and destruction. This Carrara paint successfully withstands. It is not affected in the slightest by salt water or sea air.

Its durability has been proven to such an extent that property owners along the seashore are universal in singing its praises.





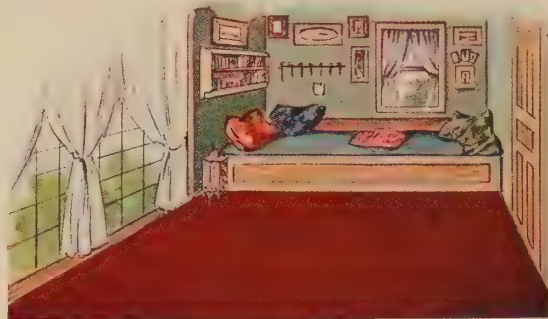
Center No. 103 Border No. 105



No. 109



No. 107



No. 103

A Few General Rules for Selecting Paints.

Use light colors for a house set among trees or in a hollow.

Use subdued tints for a house in the open or on a height.

Dark colors make a house look smaller.

White makes a small house look larger than any other color, but should not be used unless there are trees or shrubs near by.

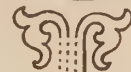
Light trimmings give a house a cheerful look ; dark trimmings are apt to have the opposite effect.

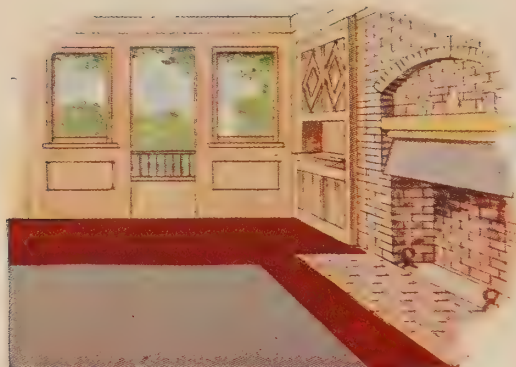
Suggestions.

SUITABLE COLORS FOR BODY AND TRIMMINGS.

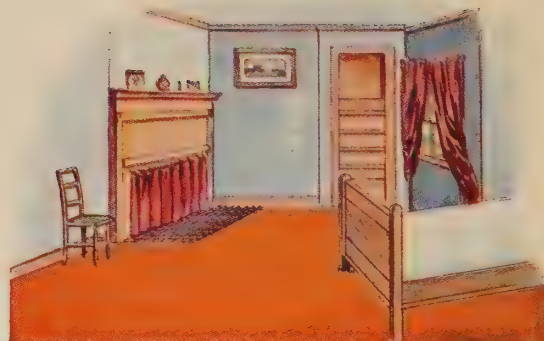
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Where WHITE is desired our No. 104 Outside White makes a PURE WHITE of absolute permanency and never gets that Dirty Gray or Yellow cast which is incidental to every other White Paint.

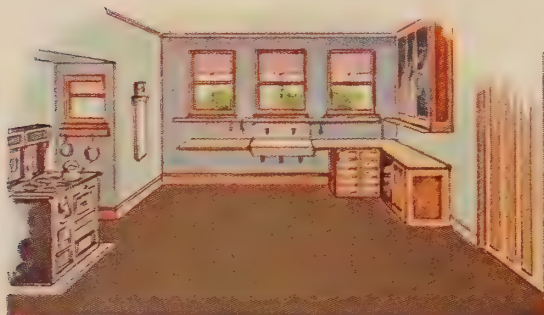




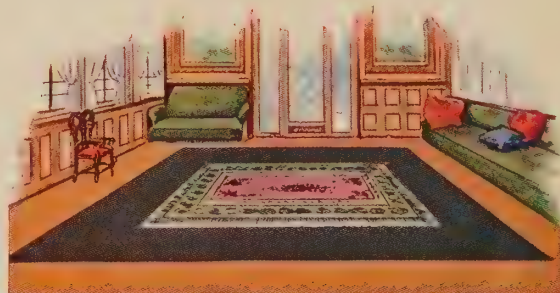
Center No. 107 Border No. 103



No. 101



No. 111



Center No. 109 Border No. 105

A PAINTED FLOOR IS A SANITARY REQUISITE, AS IT IS THE EASIEST TO CLEAN, AND, THEREFORE, THE HEALTHIEST. THE LONG EXPERIENCE OF OUR EXPERT PAINT-MAKER ENABLES US TO OFFER IN

CARRARA FLOOR PAINT

a superior article which will give results such as you have never had. We furnish it **ready for use**. It will dry hard, resist moisture, and will not chip, peel or crack. It contains a maximum amount of our Permanent CARRARA Pigment, combined with a specially prepared Elastic Hard-Drying vehicle, the results of the most exhaustive and careful experiments and practical tests.

For kitchen, laundry, diningroom, hall and bathroom floors, stairs, porches, steps, etc., there is no better decorative and protecting coating made, and it will be found equally valuable for preserving the decks, masts and spars of all kinds of sea and river craft, steamboats, etc.

Packages.

Gallons, half gallons and quart cans. Other sizes furnished on application.

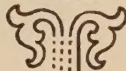
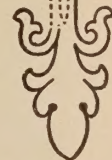
Directions.

Carrara Floor Paints should be used as they are in the cans. Simply see that they are thoroughly stirred.

Great care should be taken that all grease spots are removed and that the floor is thoroughly dry. Old paint, when defective, should be removed before repainting.

Old work generally should have two coats; new work three coats. We do not recommend using a filler.

Always have each coat thoroughly dry before applying the next. This will give a brilliant gloss finish and will stand any amount of washing.



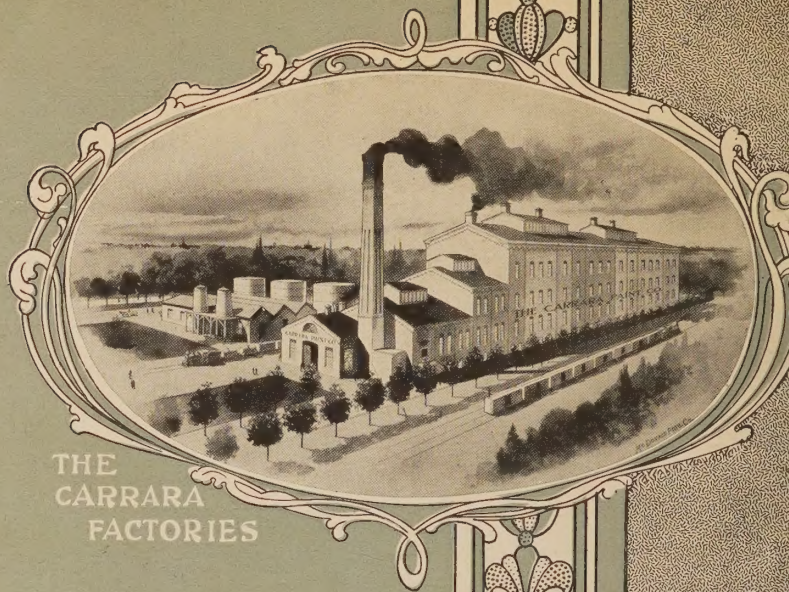


Manitou Steamship — White No. 104 Black No. 98 Red No. 96

THE LARGEST
HOUSE PAINT
MANUFACTURERS
IN THE WORLD.



THE
CARRARA BLDG.
GENERAL OFFICES
CINCINNATI, O.



THE
CARRARA
FACTORIES

ANNUAL
OUTPUT
4,380,000
GALLONS